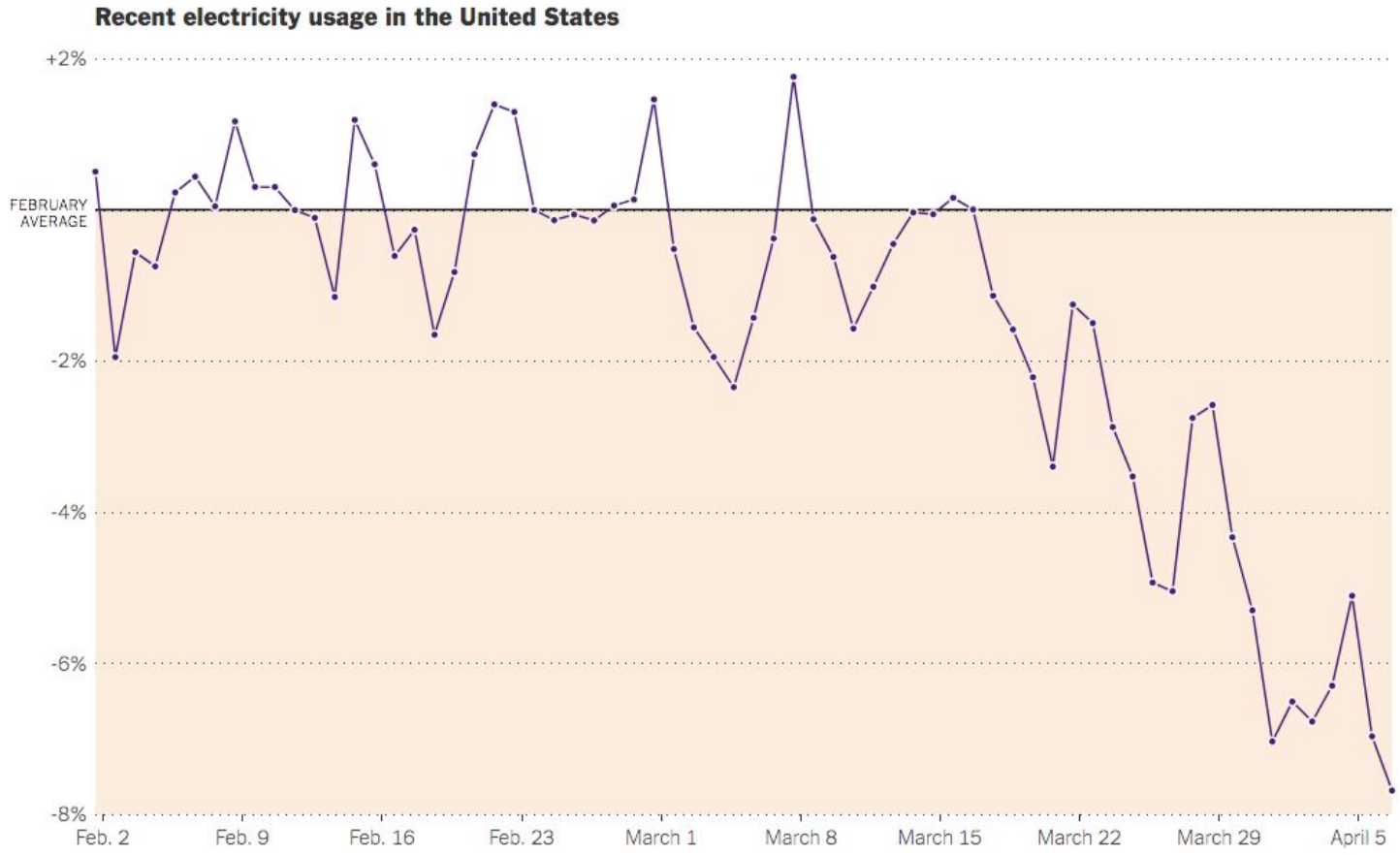
ohmconnect

Save Energy. Get Paid.

Energy Consumption and Mindshare during COVID-19

Electricity usage in the US is dropping...

COVID-19 is impacting the total amount of electricity usage we consume

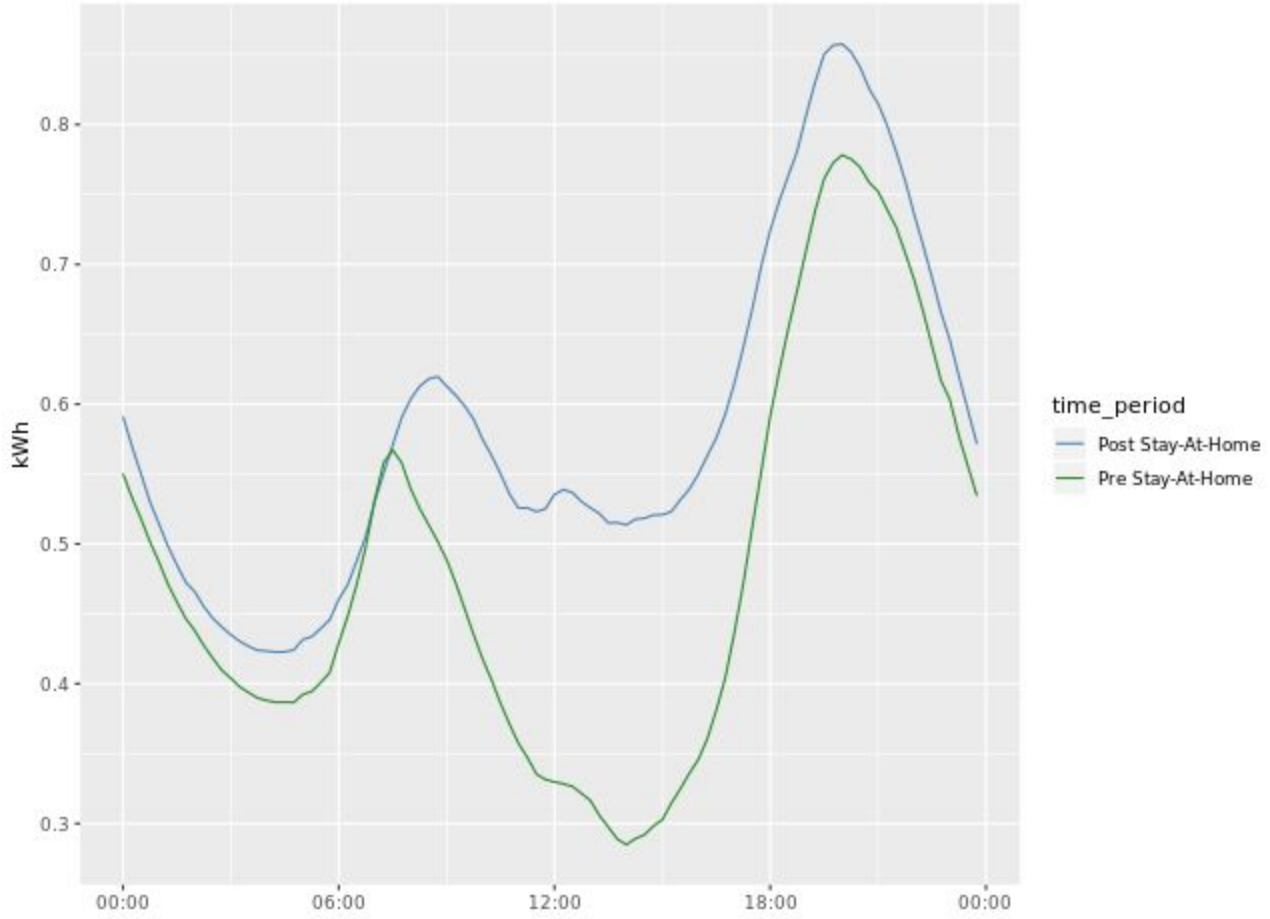


Source: New York Times, *Another Way to See the Recession: Power Usage Is Way Down*, https://www.nytimes.com/interactive/2020/04/08/upshot/electricity-usage-predict-coronavirus-recession.html?auth=link-dismiss-google1tap

… but residential energy usage is increasing

Users showed energy consumption increases following the Stay-At-Home order

Averages for the weeks preceding and following the Stay-At-Home order

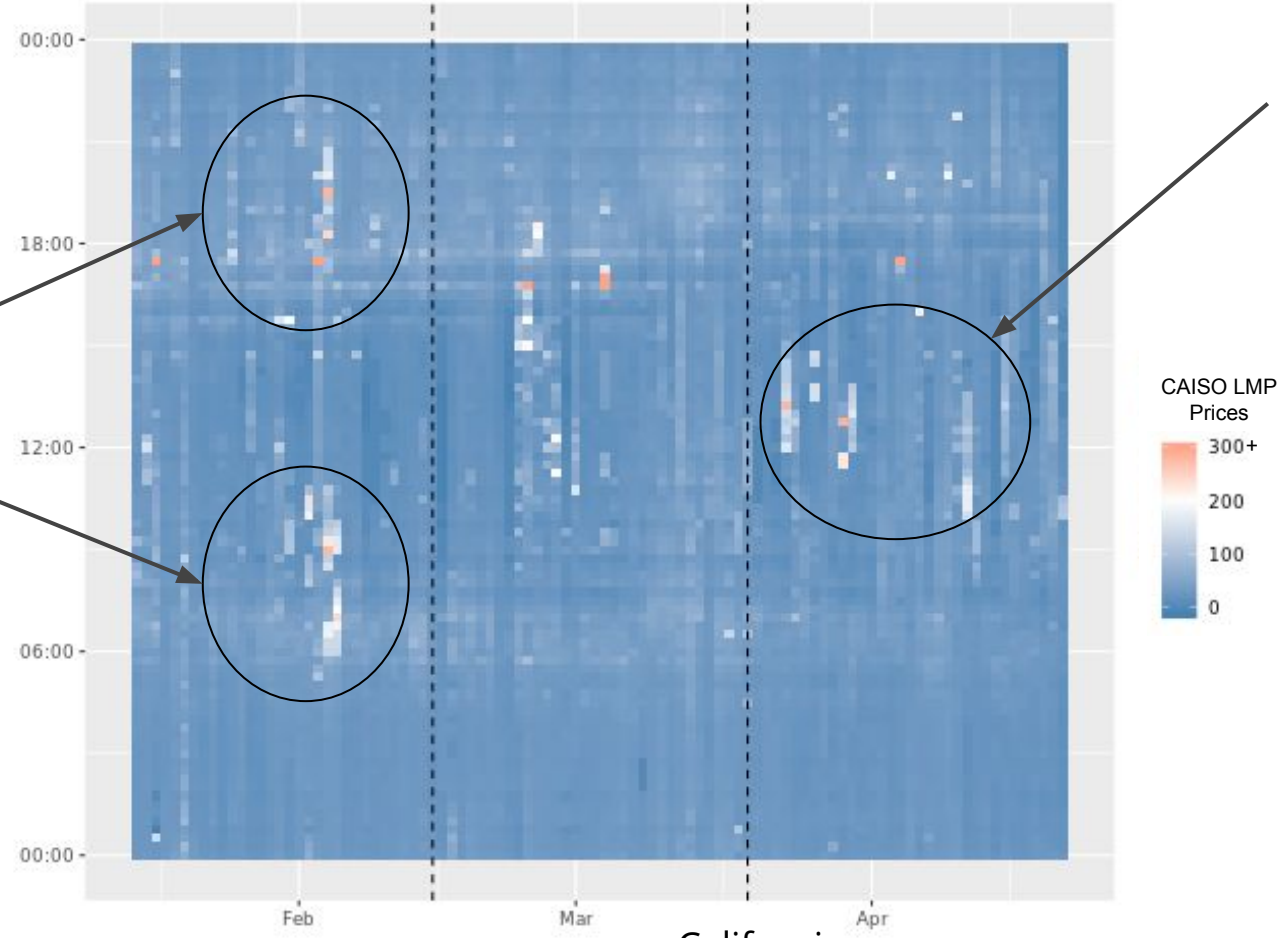


Source: Average of tens of thousands of OhmConnect users in the Bay Area

Volatility in the energy markets (CAISO)

During the normally quiet April months in 2020, we have seen additional volatility in the middle of the day

Pre-COVID-19
Common times of price volatility -- early morning and in the evening



Heightened volatility in the middle of the day, ***independent*** of prices in the rest of the day

China Peak of COVID-19

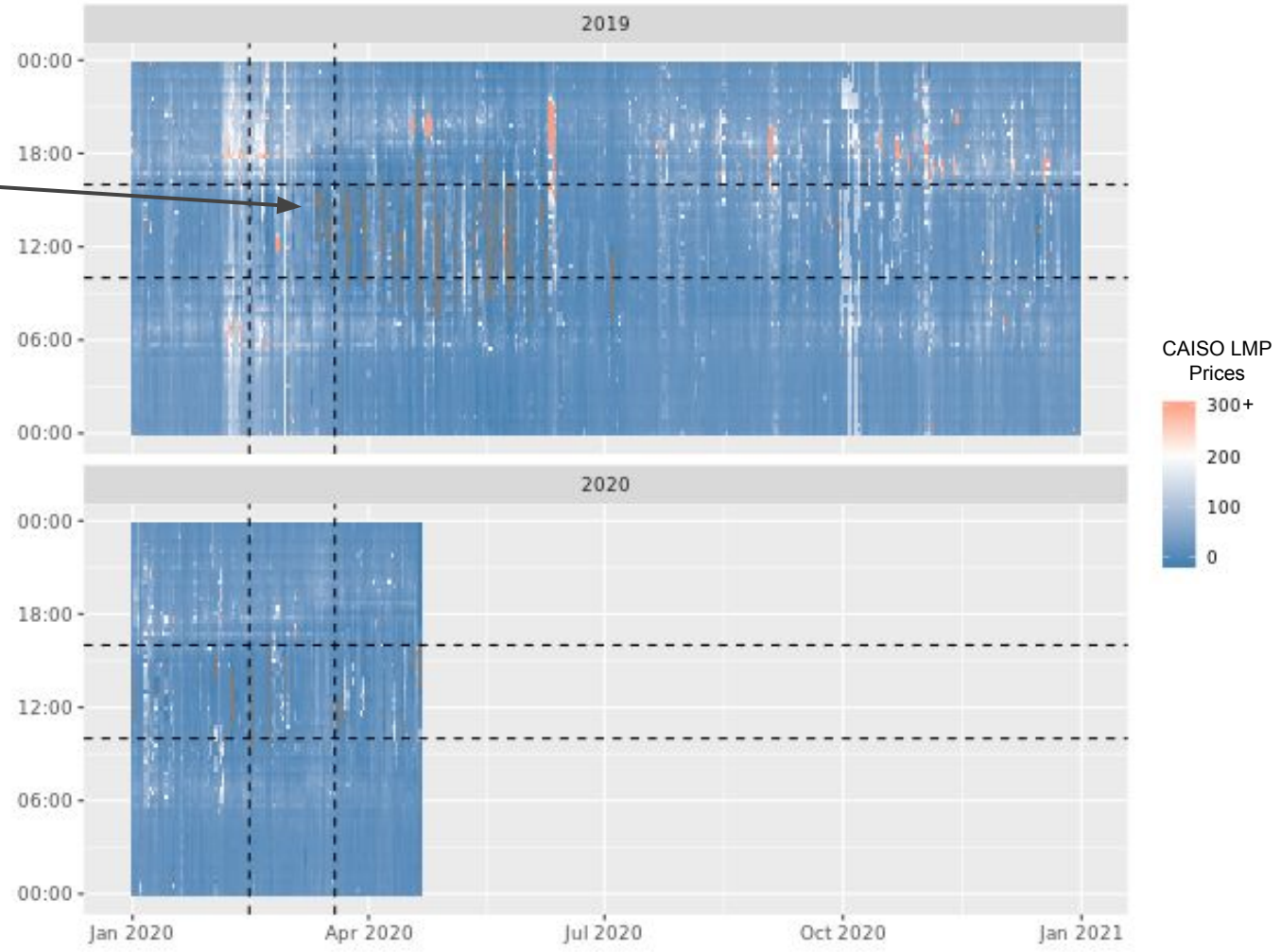
California "Shelter in Place"

Source: CAISO Fifteen Minute Market LMPs (max LMP across all SLAPs)

Comparison of the past 2 years of CAISO prices

This increased volatility in the middle of the day is in stark contrast to the negative pricing in 2019

Grey points are negative prices



An unprecedented opportunity to be live in front of captive audiences

On Sunday, we asked users to post what they have done to make their home a “nest”?

Source: https://www.facebook.com/ohmconnectenergy

Users have shown strong reductions during #OhmHours

#OhmHours have provided one avenue in where users can feel more in control about their usage

3/25 #OhmHour compared to Pre/Post Stay at home averages (weather normalized)